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FISH AND SHELLFISH PREFERENCES OF HOUSEHOLD CONSUMERS - 1951

PART III - Summary by Income Groups

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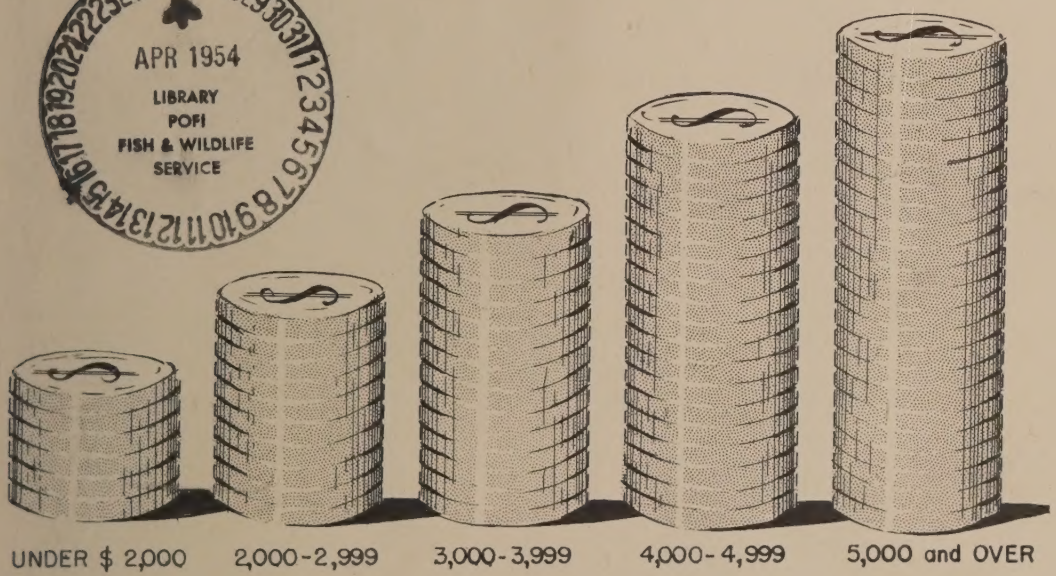

FISHERY LEAFLET 409
FISH AND WILDLIFE SERVICE
United States Department of the Interior

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FISH AND SHELLFISH PREFERENCES OF HOUSEHOLD CONSUMERS - 1951 1/

Part III - Summary by Income Groups

By Walter H. Stolting* and Morton J. Garfield**

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1/ Based on interviews conducted by the firm of Alfred Politz Research, Inc., New York, N. Y., under contract with the Fish and Wildlife Service.

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INTRODUCTION

This is the third in a series of reports resulting from a nationwide survey of fish and shellfish preferences of household consumers, conducted under the auspices of the Fish and Wildlife Service in October 1951. Of 2,473 persons questioned concerning their individual households, 2,335, or 94.4 percent, indicated that their households consumed some kind of fishery product, and only 138, or 5.6 percent, indicated that their households consumed no fishery product of any kind. Many of the latter were small 1- or 2-person households. It is interesting to note the high percentage of the population of the United States that used fishery products (regardless of volume) during the 12 months preceding the survey.

In those households where fish and shellfish were used in some form, questions in detail were asked about consumption of fish and shellfish, particularly frozen fish and shellfish. The questionnaire stressed the latter items because of the more pressing need for market expansion of those products and the trend in that direction. The frozen fish and shellfish market is plagued with problems of heavy imports, occasional oversupply of domestic products, misjudging of market demand, etc. Increased consumption offers a solution, at least in part, to these problems as well as a contribution to the well-being of consumers. The survey includes information of value to all segments of the domestic fishery industries concerned with increasing fish and shellfish consumption in the United States.

This report summarizes the information obtained from the survey on a national basis according to various income groups into which the respondents who provided family income data could be classified. In addition, data are shown for the group in the sample which furnished no information with respect to family income either because they did not care to, or did not know. It should be noted that out of the 2,473 persons interviewed, 944 respondents furnished no information concerning the income of their respective households. Income information was solicited on a voluntary basis only and no attempts were made to determine either directly or indirectly what the family's income was other than through a direct answer to the query on this subject obtained from the respondent willingly at the time of the interview. The income groups and number of respondents in each group, as well as the number who did not give information with respect to family income, are as follows.

Income group	Number
Under $2,000	287
$2,000 to $2,999	447
$3,000 to $3,999	380
$4,000 to $4,999	215
$5,000 and over	196
Refusals, don't know, etc.	948
Total	2,473

Fishery Leaflet 407, Fish and Shellfish Preferences of Household Consumers - 1951, Part I - National Summary, and Fishery Leaflet 408, Fish and Shellfish Preferences of Household Consumers - 1951, Part II - Regional Summary, have been issued previously. One further report, summarizing tabulations by farm and nonfarm responses, and responses by city size groups, will be made under a subsequent fishery leaflet number. All of the material in these fishery leaflets will be combined later into a final report. This report, in addition, will give more detailed information on survey methods, characteristics, etc., than is shown here.

SURVEY METHODS AND CHARACTERISTICS

A copy of the questionnaire used in the survey is reproduced in the appendix. The persons questioned, mostly housewives, were selected by accepted area-sampling methods to represent the entire population of the country. A stratified random sample was used. The stratification of the sample was based on criteria available from previous censuses and surveys. Data on population by metropolitan areas, nonmetropolitan counties, and geographic regions, density of population, percent of persons engaged in agriculture, percent of homes with mechanical refrigeration, and percent of women in the labor force, conditioned the selection of the sample. In connection with the probability aspects of the sample, the established two standard errors that are widely used in measuring the accuracy of the results in this type of survey indicate the range of error for estimates made from the sample used in this analysis to be within relatively narrow limits.

The following table shows the range of error for estimates based upon the national sample of 2,473 respondents.

Approximate sampling tolerances
(at the 19 in 20 probability level)

Portion of the sample from which percentage is derived	Size of tabulated percentage: 10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Base - 100% (entire sample)	2.5	3.4	3.8	4.1	4.2
Base - 50% of sample	2.9	3.9	4.5	4.8	5.0
Base - 10% of sample	4.0	5.1	6.0	6.3	6.5

The table may be applied to the data shown in the total column in the summaries beginning on page . It shows, for example, that the chances are 19 in 20 that a reported figure of 80 percent which is based on the total interviews will be within plus or minus 3.4 percentage points of the true value (the value which would be obtained by taking a complete census of the population). If this 80 percent were derived not from the entire sample, but some group constituting only one-half of the sample, the tolerance would be 3.9 percentage points.

For the first six columns in each summary which give the data for respective income groups and the "refusals, don't know, etc." group, a slightly higher range of error will apply than that shown in the table above for the national sample. The figures on the range of error for individual income group data may be computed from a simple formula. The formula and the error data for estimates within these groups are available with the worksheets for this project. For all practical purposes, the error limits are relatively small except for a few of the summaries which are marked with footnotes to indicate that care must be exercised in interpreting the data given in those summaries. They are shown only to indicate trends or general tendencies with respect to the problems which gave rise to the questions with which these particular summaries are concerned.

The characteristics of the sample obtained in this survey are given following the pages herein which give the answers to the survey questions. In some instances the characteristic data given in this leaflet have been revised from those shown in Fishery Leaflet 407, Fish and Shellfish Preferences of Household Consumers - 1951, Part I - National Summary. Where this occurs, the revisions are indicated by an asterisk. Some of these characteristics can be compared to available census and survey data and others cannot since they do not represent the same concepts. Some of the more important characteristics are comparable and show similarities to available check data.

The tabulations of the replies to the questionnaire on an income group basis are given in the summaries of the replies of the respondents shown on pages to . These summaries contain seven columns, one for each of the five income groups, a sixth for the "refusal, don't know, etc." group, and a seventh or "Total" column which is a national total. The national totals were also shown in Fishery Leaflet 407, Fish and Shellfish Preferences of Household Consumers - 1951, Part I - National Summary. Some of the national totals shown in that leaflet have been revised in this leaflet and in the same manner as the characteristic (classification) data, such revisions are indicated by an asterisk.

The summaries of the replies for each question analyzed are given in percentages of the "number asked" or "number of answers" shown at the bottom of the tabulation. The percentages in each column are based only on the figure given at the bottom of the column and therefore can be summed and checked only by the individual column.

Because of their nature, some of the questions were asked only part of the total number of respondents, and the summaries are made accordingly. For most questions the number of respondents asked the particular question is given at the end of a summary or in footnotes thereto. The summaries for some questions had to be made on the basis of number of answers given since some respondents gave more than one reason in reply to a question. For the majority of the summaries which are based on the number of respondents asked each percentage in a particular summary may be applied to the total number of households in the United States, which are in the groups

shown by the column heading, and may be considered an estimate of the reaction of that group of the population, subject to the range of error described previously. When the answers to the questions are desired on a unit basis rather than percentages, simply apply the percentages to the figure given under "number asked" or "number of answers" at the end of each summary.

Upon comparing this report with previous ones in the series, it will be noted that information is omitted with respect to replies to certain parts of the questionnaire. For some questions this has been done because of the time and effort involved in making hand tabulations to obtain such information. It is only by hand tabulation that such information may now be obtained and it was determined not to delay this report unreasonably in order to obtain such information. For other questions, in particular those pertaining to species of fish served, it was decided to omit summaries of this information because of questionable reliability of the data when broken down into the large number of income groups classified in this report. So often the number of respondents indicating that they served a particular species such as haddock, cod, ocean perch, shrimp, oysters, etc., became very small largely because of the great number of sub-groupings involved in a classification of that type of data by the number of income groups used throughout this analysis.

MAJOR FINDINGS

There are many interesting points which may be noted with respect to household consumer preferences for fish and shellfish. Subject to the range of error referred to in the previous section, the following estimates are made of the percentage of households--within the indicated groups--which used various types of fishery products during the period of one year preceding October 1951. The percentages are based respectively on the following totals of the number of respondents for each group; Under $2,000, 287; $2,000 to $2,999, 447; $3,000 to $3,999, 380; $4,000 to $4,999, 215; $5,000 and over, 196; Refusals, don't know, etc., 948; Total, 2,473.

Product	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 & over	Refusals Don't know etc.	TOTAL
	%	%	%	%	%	%	%
Fish:							
Frozen	41.3	51.3	56.6	57.6	60.2	51.4	52.2
Fresh	67.0	72.0	73.2	75.5	75.0	66.5	70.0
Canned	76.3	78.5	82.1	83.3	82.2	73.8	77.7
Cured	14.3	23.5	22.6	26.9	28.6	16.4	20.3
Shellfish:							
Frozen	7.7	19.7	20.5	24.2	39.3	17.3	19.4
Fresh	12.9	23.3	30.0	32.1	43.4	25.2	26.2
Canned	9.1	19.5	22.6	25.6	37.2	18.8	20.4

For the four types of fish products listed in the preceding tabulation diverse trends in the percentage of households within a group which use them may be noted. For fresh and canned fish the percentage is not too different throughout the entire number of groups. However, for frozen and cured fish there is a marked difference in the lower income groups as compared with the higher income groups. The percentage of users is considerably less in the former as compared with the latter.

For the three types of shellfish products listed in the preceding tabulation, it is notable that for all three a greater percentage of households within a group use them as family income rises. The incidence of use of frozen shellfish is about twice as great in the $5,000 and over income group as in the $2,000 to $2,999 group. Many families in all income groups used frozen shellfish within the last month before they were asked the question: "When was the last time you served frozen shellfish?" A greater rise in the percentage using as family income increases may be noted for frozen and canned shellfish than for fresh shellfish. Apparently when low income families decide to use shellfish more of them turn to fresh shellfish than to canned or frozen shellfish.

The fact that most households within a group do not associate a particular season or a particular day with more frequent serving of fresh or frozen fish or shellfish is again noted in this family income analysis as it was for other types of analysis in the earlier reports of this series. When a particular day was mentioned Friday was the most popular although the percentage of households in each group mentioning this day rarely is as great or greater than the percentage of households mentioning no particular day. There is a tendency for higher income groups to be influenced less than the lower income groups by Friday as fish day. In the $3,000 to $3,999 group of replies about frozen fish there is an exception and for the same group replying with respect to fresh fish, Friday replies are more important than replies for no particular day. Canned shellfish and canned fish, as well as cured fish are served more by higher income groups than by lower ones. Frozen fish are served more by higher income groups. Lower income groups would like to have better choices of fresh fish than they have now.

However, when considered from the point of view of this analysis by income groups the survey indicates that most people can generally get the kind of fresh or frozen fish or shellfish they want. (Fresh fish is about the only item where there is a notable increase in the number of households within various income groups which indicated that they could not generally get the kind of fish they wanted.) As has been noted with certain conditions in previous reports of this series, the distribution system for these fishery products as presently constituted seems to operate effectively. The indications that certain fresh fish are not obtainable probably refers to uncontrollable seasonal or other conditions rather than defects in the distribution system. More families in the lower income groups would prefer fresh fish and more in the higher income groups would prefer frozen fish. It seems that the higher income groups are more in the class where both husband and wife work and quick preparation of food is essential.

Specifically with respect to frozen fish, it is noted that a majority of persons fry this product when it is readied for cooking. However, it is interesting to note that low income households follow this practice in greater degree whereas a marked reduction in the percentage of households following this practice may be noted as family income rises. The higher income households bake and broil frozen fish at cooking time in greater numbers than low income households. Whole, dressed and drawn fish are purchased to a greater degree among low income families whereas steaks and fillets are purchased to a greater degree among high income families. The latter type families show a more pronounced desire for skinless fillets as compared with low income families. The percentage of those families which eat fillets of flounder or sole is nearly double in the $5,000 and over income groups as compared with the $2,000 to $2,999 income group. The super market was the most popular point of purchase of frozen fish for all income groups when queried as to the type of store where frozen fish was last bought. There is a tendency for families in the higher income groups to use greater servings of frozen fish per person. All income groups buy about equally in super markets. However, the $5,000 and over income group buys percentage-wise 1/3 more often in meat markets than the $2,000 to $2,999 income group.

Frozen fish, either unwrapped or wrapped only in cellophane, was purchased to a greater degree among low-income families and consumer-pack frozen fish was purchased to a greater degree by high-income families. This is a finding for processors of frozen fish to note especially. Apparently, rising family income has a lot to do with the expansion of consumer-pack frozen fish sales and conversely declining family income is a spur to cheaper types of packaging. These actual purchase patterns were also indicated to be the preferences of the respondents and the actual purchase patterns were corroborated when the respondents were asked the question, "Do you prefer to buy your frozen fish unwrapped, wrapped only in cellophane, packed in a box, or some other type of package?"

With respect to consumer-pack frozen fish, the one-pound size and a long, flat shape were preferred by a majority of respondents in all family income groups.

More lower income groups would like to have one-half or one pound packages. More families in higher income groups expressed a desire of having one and one half and two pound packages. The rate of use of breaded frozen shellfish is, in the $5,000 and over income group, much greater than in the lower income groups. The same is true in a lesser degree with respect to breaded cooked frozen fish. Information on mail order purchase of frozen fish was also obtained. Because of the limited number of replies to some questions on mail order purchase of frozen fish and shellfish, the summaries for those questions are reproduced herein, primarily to show general tendencies in each of the family income groups with respect to this type of distribution. Purchase of frozen fish and shellfish by mail order was not found on a large scale. Based on actual numbers of respondents who answered "No" to the question, "If mail order were available, would you purchase it by mail?", the indications were that family income is not a great influence in the demand for such a service.

The aforementioned are just a few of the major points of interest developed in the survey and reported herein. Many more may be found in the summaries on the following pages.

SUMMARIES OF REPLIES TO QUESTIONS BY INCOME GROUPS

Frequency of Use

Frozen shellfish

Have you served it during the past year?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Yes	7.7	19.7	20.5	24.2	39.3	17.3	19.4
No	92.0	79.6	79.2	74.4	60.7	82.2	80.0
Don't know	-	.7	-	.9	-	.4	.4
Blank, etc	.3	-	.3	.5	-	.1	.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	287	447	380	215	196	948	2473

When was the last time you served frozen shellfish?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Within the past week	9.1	8.0	9.0	9.6	9.1	6.8	8.2
Within the past month	36.4	25.0	29.5	25.0	40.3	31.3	30.8
Within the past year	40.9	54.5	47.4	46.2	40.3	49.1	47.7
Don't remember	13.6	10.2	10.3	15.4	6.5	11.7	11.0
Blank, etc	-	2.3	3.8	3.8	3.8	1.1	2.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	22	88	78	52	77	163	480

Frozen shellfish (Continued)

Is there any particular season that you serve it more often than other seasons?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Summer	22.7	4.5	11.5	3.8	1.3	6.1	6.5
Fall	9.2	6.8	-	1.9	2.6	1.8	2.9
Winter	4.5	11.4	6.4	9.6	9.1	9.2	9.0
Spring	-	9.2	3.8	5.8	2.6	1.8	4.0
Fall and Winter	-	-	1.3	-	-	.6	.4
Summer and Spring	4.5	-	-	-	-	-	.2
No particular season	59.1	68.1	77.0	78.9	84.4	80.5	77.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	22	88	78	52	77	163	480

Is there a particular day of the week that you serve it?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Monday	-	-	-	-	-	.6	.2
Tuesday	-	-	-	-	-	-	-
Wednesday	-	1.2	-	-	-	-	.2
Thursday	-	-	-	-	1.3	.6	.4
Friday	36.5	42.0	41.0	26.9	33.8	30.1	34.6
Saturday	4.5	-	-	-	-	1.8	.8
Sunday	9.0	-	-	-	-	.6	.6
No particular day	50.0	56.8	57.7	71.2	64.9	66.3	62.8
Blank, etc.	-	-	1.3	1.9	-	-	.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	22	88	78	52	77	163	480

Frozen shellfish (Continued)

Can you generally get the kind of frozen shellfish you want?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Yes	77.3	80.7	76.9	78.8	81.8	76.7	78.5
No.	9.1	4.5	7.7	7.7	6.5	6.1	6.5
Don't know.	-	3.4	2.6	1.9	2.6	4.3	3.1
Blank, etc.	13.6	11.4	12.8	11.6	9.1	12.9	11.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	22	88	78	52	77	163	480

Fresh shellfish

Have you served it during the past year?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Yes	12.9	23.3	30.0	32.1	43.4	25.2	26.2
No.	86.8	76.5	69.7	66.5	56.1	73.9	73.2
Don't know.	-	-	-	.9	-	.5	.3
Blank, etc.	.3	.2	.3	.5	.5	.4	.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	287	447	380	215	196	948	2473

Fresh shellfish (Continued)

When was the last time you served fresh shellfish?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Within the past week	13.5	22.1	9.6	15.9	20.0	17.2	16.7
Within the past month	16.2	22.1	28.1	23.2	34.1	29.7	27.3
Within the past year	56.8	38.5	50.0	53.7	31.8	34.7	40.9
Don't remember	13.5	16.3	12.3	7.2	14.1	17.6	14.7
Blank, etc	-	1.0	-	-	-	.8	.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	37	104	114	69	85	239	648

Is there any particular season that you serve it more often than other seasons?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Summer	13.5	9.6	11.4	8.7	5.9	9.6	8.5
Fall	2.7	2.9	1.8	4.3	3.5	5.0	3.4
Winter	8.1	5.8	16.7	10.1	7.1	11.3	10.5
Spring	-	1.9	4.4	2.9	3.5	1.7	2.5
Fall and Winter	-	1.0	3.5	2.9	1.2	1.7	1.8
No particular season	70.3	78.8	59.6	71.1	76.5	67.4	69.1
Blank, etc	5.4	-	2.6	-	2.3	3.3	4.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	37	104	114	69	85	239	648

Fresh shellfish (Continued)

Is there a particular day of the week that you serve it?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Monday	-	-	-	-	1.2	.4	.3
Tuesday	-	-	-	-	-	.4	.2
Wednesday	-	-	.9	1.5	-	.8	.6
Thursday	-	-	-	-	2.4	1.2	.8
Friday	32.4	33.7	39.4	24.6	30.6	26.4	30.6
Saturday	2.7	1.0	1.8	1.5	1.2	2.1	1.7
Sunday	2.7	-	-	2.8	1.2	.4	.8
No particular day	62.2	62.5	57.0	69.6	63.4	68.3	64.5
Blank, etc.	-	2.8	.9	-	-	-	.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	37	104	114	69	85	239	648

Can you generally get the kind of fresh shellfish you want?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Yes	59.5	65.4	72.8	78.3	74.1	66.5	69.3
No	8.1	11.5	7.9	10.1	7.1	9.2	9.1
Don't know	5.4	5.8	3.5	1.5	-	9.6	5.6
Blank, etc.	27.0	17.3	15.8	10.1	18.8	14.7	16.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	37	104	114	69	85	239	648

Canned Shellfish

Have you served it during the past year?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc. %	Totals %
Yes	9.1	19.5	22.6	25.6	37.2	18.8	20.4
No	88.5	78.5	76.3	72.6	59.7	79.2	77.6
Don't know	.7	.4	.3	.9	-	.4	.5
Blank, etc.	1.7	1.6	.8	.9	3.1	1.6	1.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	287	447	380	215	196	948	2473

Frozen Fish

Have you served it during the past year?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc. %	Totals %
Yes	41.3	51.3	56.6	57.6	60.2	51.4	52.2
No	58.3	48.4	43.2	42.4	39.8	48.0	47.4
Don't know	-	.3	.2	-	-	.4	.3
Blank, etc.	.4	-	-	-	-	.2	.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	287	447	380	215	196	948	2473

Frequency of Use (Continued)

Frozen Fish (Continued)

When was the last time you served frozen fish?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc. %	Totals %
Within the past week.....	14.3	20.0	16.3	12.8	18.6	21.4	18.6
" " " month ...	42.9	39.6	49.3	43.2	41.5	37.7	41.3
" " " year	30.3	29.6	30.2	31.2	33.1	28.5	30.0
Don't remember	11.8	8.7	3.7	7.2	5.9	11.8	8.8
Blank, etc.	.7	2.1	.5	5.6	.9	.6	1.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	119	230	215	125	118	485	1292

Is there any particular season that you serve it more often than other seasons?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc. %	Totals %
Summer	5.9	1.7	3.3	2.4	.8	2.9	2.3
Fall	2.5	3.0	-	-	.8	2.1	1.6
Winter	6.7	6.9	7.9	8.8	6.8	5.6	6.7
Spring	3.4	9.6	4.7	2.4	4.2	4.1	5.0
No particular season	81.5	78.8	82.8	86.4	87.4	84.9	81.7
Blank, etc.	-	-	1.3	-	-	.4	2.7
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	119	230	215	125	118	485	1292

Frozen Fish (Continued)

Is there a particular day of the week that you serve it?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc. %	Totals %
Monday	2.5	-	-	-	-	-	.2
Tuesday	-	-	-	.8	-	-	.1
Wednesday	-	-	.5	-	-	.6	.3
Thursday	1.7	-	.5	-	2.5	.2	.5
Friday	25.2	35.2	51.2	33.6	40.7	33.0	36.6
Saturday	2.5	.4	-	1.6	.8	1.0	.9
Sunday	-	-	.5	-	-	.4	.2
No particular day	68.1	62.6	46.8	60.8	53.4	63.8	60.0
Blank, etc.	-	1.8	.5	3.2	2.6	1.0	1.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	119	230	215	125	118	485	1292

Can you generally get the kind of frozen fish you want?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 $4999 %	$5000 and Over %	Refusals Don't know, etc. %	Totals %
Yes	76.5	77.8	77.2	72.8	82.2	72.8	75.6
No	5.0	3.5	4.7	4.8	4.2	4.9	4.6
Don't know	2.5	2.2	3.3	4.0	.8	4.8	3.4
Blank, etc.	16.0	16.5	14.8	18.4	12.8	17.5	16.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	119	230	215	125	118	485	1292

Fresh Fish

Have you served it during the past year?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Yes	67.0	72.0	73.2	75.5	75.0	66.5	70.0
No	32.4	27.3	26.6	24.5	25.0	32.7	29.4
Don't know	.3	-	-	-	-	.5	.3
Blank, etc	.3	.7	.2	-	-	.3	.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	287	447	380	215	196	948	2473

When was the last time you served fresh fish?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Within the past week	24.5	21.4	19.4	20.9	17.0	22.2	21.1
Within the past month	31.3	33.9	37.4	40.5	34.7	33.5	35.0
Within the past year	31.3	33.5	35.0	30.1	38.1	30.3	32.4
Don't remember	10.9	8.4	5.4	5.5	7.5	12.2	9.2
Blank, etc	2.0	2.8	2.8	3.0	2.7	1.8	2.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	192	322	278	163	147	630	1732

Fresh Fish (Continued)

Is there any particular season that you serve it more often than other seasons?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Summer	16.1	13.4	13.7	16.0	9.5	13.0	13.5
Fall	3.1	1.9	.2	1.8	1.4	2.7	2.0
Winter	4.7	4.7	3.2	4.9	2.0	3.3	3.8
Spring	4.2	9.6	5.2	3.6	6.1	5.9	6.1
No particular season	66.7	67.4	73.7	69.9	75.5	70.5	70.4
Blank, etc.	5.2	3.0	4.0	3.8	5.5	4.6	4.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	192	322	278	163	147	630	1732

Is there a particular day that you serve it?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Monday	-	-	-	.6	.7	.2	.2
Tuesday	.5	-	.3	1.2	-	.3	.3
Wednesday	-	-	-	.6	-	1.0	.4
Thursday	1.6	.3	1.1	1.8	2.7	1.0	1.2
Friday	21.9	33.2	49.3	34.4	34.0	31.3	34.0
Saturday	7.8	1.6	1.3	1.2	1.4	1.4	2.1
Sunday	-	.3	.3	.6	-	.3	.3
No particular day	63.0	60.3	45.7	56.5	59.8	62.8	58.8
Blank, etc.	5.2	4.3	2.0	3.1	1.4	1.7	2.7
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	192	322	278	163	147	630	1732

Fresh Fish (Continued)

Can you generally get the kind of fresh fish you want?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Yes	50.0	57.8	65.5	63.8	70.1	58.1	60.0
No	21.4	13.4	16.2	16.0	11.6	12.5	14.5
Don't know	5.7	4.0	2.5	4.9	.6	9.5	5.7
Blank, etc	22.9	24.8	15.8	15.3	17.7	19.9	19.8
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	192	322	278	163	147	630	1732

Canned Fish

Have you served it during the past year?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Yes	76.3	78.5	82.1	83.3	82.2	73.8	77.7
No	22.0	20.4	17.1	15.2	16.8	24.7	21.0
Don't know	.3	.2	-	-	-	.8	.4
Blank, etc	1.4	.9	.8	1.5	1.0	.7	.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	287	447	380	215	196	948	2473

Frequency of Use (Continued)

Cured Fish

Have you served it during the past year?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Yes	14.3	23.5	22.6	26.9	28.6	16.4	20.3
No.	78.4	71.1	71.8	66.2	66.8	78.1	74.0
Don't know.	.3	.7	.3	2.3	.5	.3	.6
Blank, etc.	7.0	4.7	5.3	4.6	4.1	5.2	5.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	287	447	380	215	196	948	2473

Preferences - Fresh vs. Frozen Fish and Shellfish

If it cost you the same amount to serve your family fresh fish or frozen fish, which would you prefer?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Fresh fish.	61.0	58.2	58.4	55.8	52.5	57.5	57.6
Frozen fish	13.6	21.7	23.4	24.2	27.6	17.3	20.0
No preference	11.8	14.5	12.1	16.3	15.3	16.8	14.9
Blank, etc.	13.6	5.6	6.1	3.7	4.6	8.4	7.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	287	447	380	215	196	948	2473

Is there anyone in your family who will eat fresh fish, but will not eat frozen fish?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Yes	9.7	11.6	11.6	10.2	6.1	9.8	10.1
No.	64.8	69.4	74.7	74.5	84.2	69.5	71.3
Don't know.	11.8	12.6	8.4	10.2	4.1	11.4	10.6
Blank, etc.	13.7	6.4	5.3	5.1	5.6	9.3	8.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	287	447	380	215	196	948	2473

Generally speaking, do you think people serve fish more often when meats go up in price or not?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Yes	48.4	56.8	49.7	56.3	55.6	51.1	52.4
No.	7.4	15.9	19.5	14.0	18.4	9.9	13.2
Don't know.	27.5	19.9	22.4	23.3	19.4	29.5	25.1
Blank, etc.	16.7	7.4	8.4	6.4	6.6	9.5	9.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	287	447	380	215	196	948	2473

Which do you use more often--fresh or frozen shellfish?

	Under $2000	$2000 to $2999	$3000 to $3999	$4000 to $4999	$5000 and Over	Refusals Don't know, etc.	Totals
	%	%	%	%	%	%	%
Fresh shellfish	40.0	35.7	43.6	52.2	36.0	46.9	42.4
Frozen shellfish	30.0	38.1	33.3	26.1	40.0	34.6	35.2
About the same	30.0	26.2	23.1	21.7	24.0	18.5	22.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers2/	10	42	39	23	50	81	245

Which do you use more often--fresh or frozen fish?

	Under $2000	$2000 to $2999	$3000 to $3999	$4000 to $4999	$5000 and Over	Refusals Don't know, etc.	Totals
	%	%	%	%	%	%	%
Fresh fish	39.7	41.3	39.4	35.8	31.4	38.6	38.3
Frozen fish	42.5	45.5	49.3	43.2	46.5	45.7	45.8
About the same	17.8	13.2	11.3	21.0	22.1	15.7	15.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers2/	73	143	142	81	86	280	805

2/ These questions were asked an undertermined number of respondents who served either both fresh and frozen shellfish or fresh and frozen fish, and percentages are based on number of answers. Exercise care with data for shellfish.

Particular Preferences - Frozen Fish and Shellfish
General - Cooking, Cuts Preferred, Availability, Etc.

How about frozen fish--Do you think people buy frozen fish more often when meat prices go up than they ordinarily do or not?

	Under $2000	$2000 to $2999	$3000 to $3999	$4000 to $4999	$5000 and Over	Refusals Don't know, etc.	Totals
	%	%	%	%	%	%	%
Yes	51.3	55.7	58.6	60.0	58.5	55.3	56.3
No	6.7	13.5	19.5	11.2	16.9	10.9	13.0
Don't know	39.5	23.9	20.9	24.0	20.3	30.3	26.9
Blank, etc.	2.5	6.9	1.0	4.8	4.3	3.5	3.8
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	119	230	215	125	118	485	1292

What methods of cooking frozen fish do you usually use--that is, frying, baking, broiling, boiling, or any other way?

	Under $2000	$2000 to $2999	$3000 to $3999	$4000 to $4999	$5000 and Over	Refusals Don't know, etc.	Totals
	%	%	%	%	%	%	%
Frying	81.3	68.8	63.7	64.7	45.3	67.8	65.9
Baking	3.9	4.2	7.1	3.7	11.5	5.3	5.7
Boiling	-	.8	.4	-	-	1.1	.6
Frying and baking	3.9	7.6	8.8	11.0	11.5	10.3	9.2
Frying and boiling	-	.4	1.3	1.5	2.7	1.3	1.2
Frying, baking and boiling	.7	.3	.4	-	2.0	.5	.6
Broiling: Flame	5.5	11.8	13.7	14.0	16.2	8.6	11.1
Broiling: Electric	4.7	6.1	4.6	5.1	10.8	5.1	5.7
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers 3/	128	263	240	136	148	533	1448
Number asked	119	230	215	125	118	485	1292

3/ These questions were asked the 1,292 respondents who served frozen fish and some gave more than one answer.

In your experience with frozen fish have you found the quality to change from time to time?

	Under $2000	$2000 to $2999	$3000 to $3999	$4000 to $4999	$5000 and Over	Refusals Don't know, etc.	Totals
	%	%	%	%	%	%	%
Changes	7.5	13.5	15.3	8.8	20.3	9.0	11.8
Generally the same	79.8	79.1	78.1	80.0	73.7	78.6	78.4
No opinion	11.8	5.7	5.6	7.2	6.0	12.4	8.8
Blank, etc.	.9	1.7	1.0	4.0	-	-	1.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	119	230	215	125	118	485	1292

Will you look at this card and tell me what cuts of frozen fish you prefer to buy?

	Under $2000	$2000 to $2999	$3000 to $3999	$4000 to $4999	$5000 and Over	Refusals Don't know, etc.	Totals
	%	%	%	%	%	%	%
1. Whole or Round fish	5.2	3.3	1.9	3.5	3.3	3.6	3.4
2. Drawn	4.3	-	.7	1.4	.6	.3	.8
3. Dressed fish	10.5	5.5	5.3	4.9	6.1	7.1	6.4
4. Pan Dressed fish	6.9	4.8	3.8	4.9	4.1	2.6	4.0
5. Steaks	13.9	22.1	21.0	16.8	23.7	20.8	20.4
6. Fillets	59.2	64.3	67.3	68.5	62.2	65.6	65.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers 4/	116	272	266	143	148	549	1494
Number asked	119	230	215	125	118	485	1292

4/ These questions were asked the 1,292 respondents who served frozen fish and some gave more than one answer.

Do you prefer fillets with skin on or skinless?

	Under $2000	$2000 to $2999	$3000 to $3999	$4000 to $4999	$5000 and Over	Refusals Don't know, etc.	Totals
	%	%	%	%	%	%	%
Skin on	28.6	42.6	47.9	24.0	23.7	30.9	26.2
Skinless	43.7	41.3	39.1	52.8	60.2	48.2	53.4
No preference	26.1	13.5	11.6	20.0	11.0	20.4	18.3
Blank, etc	1.6	2.6	1.4	3.2	5.1	.5	2.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	119	230	215	125	118	485	1292

Have you tried frozen fillet of flounder or fillet of sole?

	Under $2000	$2000 to $2999	$3000 to $3999	$4000 to $4999	$5000 and Over	Refusals Don't know, etc	Totals
	%	%	%	%	%	%	%
Yes	32.8	42.6	47.9	49.6	63.6	45.4	46.2
No	48.7	41.3	39.1	38.4	33.9	42.5	41.1
Don't know	17.6	13.5	11.6	8.8	2.5	12.1	11.6
Blank, etc	.9	2.6	1.4	3.2	-	-	1.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	119	230	215	125	118	485	1292

In some sections of the country you can get both east-coast and west-coast fillet of flounder and fillet of sole. Do you happen to know whether you ever tried east-coast fillet of sole or flounder or west-coast fillet of sole or flounder?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Tried east-coast fillet of sole or flounder only	23.1	5.1	9.7	3.2	9.3	7.7	8.4
Tried west-coast fillet of sole or flounder only	5.1	5.1	2.9	3.2	1.3	6.4	4.5
Tried both	7.7	9.2	5.8	9.7	10.7	9.5	8.9
Don't know	64.1	80.6	81.6	83.9	78.7	76.4	78.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	39	98	103	62	75	220	597

About how much frozen fish do you buy for each serving -- that is -- about how much of a pound do you count on for each member of the family?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
1/5	-	.9	.9	1.6	-	.4	.6
1/4	23.5	24.3	23.7	18.4	17.8	22.7	22.4
1/3	16.0	14.3	17.2	10.4	20.3	15.3	15.5
1/2	42.9	49.6	50.7	56.0	48.3	48.7	49.3
3/4	5.0	3.9	2.8	5.6	5.9	4.3	4.3
2/3	-	.5	.5	.8	.9	.8	.6
1	8.4	2.6	2.3	.8	2.5	3.9	3.4
1-1/2	-	-	.5	.8	.9	-	.2
Blank, etc	4.2	3.9	1.4	5.6	3.4	3.9	3.7
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	119	230	215	125	118	485	1292

At what type of store did you last buy frozen fish?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Supermarket	64.7	63.9	61.4	58.4	67.8	67.0	64.6
Independent food store	20.3	17.8	27.9	22.4	17.0	17.1	19.8
Fish store	5.0	7.0	4.2	6.4	6.8	6.4	6.0
General store	-	2.2	1.9	2.4	1.7	2.7	2.1
Meat market	1.7	1.7	.5	2.4	2.5	1.5	1.5
Frozen-food locker	-	2.2	.5	1.6	1.7	1.6	1.4
Chain food store	2.5	.4	.9	.8	-	1.0	.9
Other type of store	.8	.9	-	1.6	-	.6	.6
Door-to-door truck	2.5	-	.9	-	-	.4	.5
Mail order	-	-	-	-	-	.2	.1
Blank, etc.	2.5	3.9	1.8	4.0	2.5	1.5	2.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	119	230	215	125	118	485	1292

Can you get frozen fish at the place where you do most of your food shopping?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc. %	Totals %
Yes	76.5	90.9	93.5	90.4	91.5	93.6	91.0
No	19.3	4.9	5.6	5.6	5.9	4.5	6.3
Don't know	.8	2.1	-	-	.9	1.7	1.2
Blank, etc.	3.4	2.1	.9	4.0	1.7	.2	1.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	119	230	215	125	118	485	1292

Can you generally get the kind you want at this store?

	Under $2000	$2000 to $2999	$3000 to $3999	$4000 to $4999	$5000 and Over	Refusals Don't know, etc.	Totals
	%	%	%	%	%	%	%
Yes	87.9	85.2	87.6	83.2	84.3	90.1	87.4
No	10.0	10.5	11.4	14.2	13.9	6.4	9.7
Don't know	2.1	4.3	1.0	2.6	1.8	3.5	2.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	91	209	201	113	108	454	1176

Packaging

The last time you bought frozen fish, was it unwrapped, wrapped only in cellophane, packed in a box or some other type of package?

	Under $2000	$2000 to $2999	$3000 to $3999	$4000 to $4999	$5000 and Over	Refusal Don't know, etc.	Totals
	%	%	%	%	%	%	%
Unwrapped	6.7	4.3	2.3	3.2	1.7	5.1	4.1
Wrapped only in cellophane	73.9	66.1	60.5	53.6	46.6	59.4	60.4
Packed in box	16.0	23.9	33.0	36.8	45.8	31.5	30.8
Wrapped in paper	.8	1.3	.5	-	1.7	1.0	.9
Blank, etc.	2.6	4.4	3.7	6.4	4.2	3.0	3.8
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	119	230	215	125	118	485	1292

Packaging (Continued)

Do you prefer to buy your frozen fish unwrapped, wrapped only in cellophane, packed in a box, or some other type of package?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Unwrapped	5.8	1.7	1.4	.8	2.5	2.1	2.2
Wrapped in cellophane	64.7	54.8	54.4	45.6	38.1	58.1	54.5
Packed in box	18.5	29.1	32.6	37.6	43.2	26.4	29.8
Wrapped in paper	-	.4	-	-	-	.2	.3
Blank, etc	11.0	14.0	11.6	16.0	16.2	13.2	13.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	119	230	215	125	118	485	1292

Do you prefer all your frozen fish packed in a box, or just certain kinds?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
All	100.0	93.1	94.4	89.4	87.9	91.1	92.0
Certain kinds	-	6.9	5.6	10.6	12.1	8.9	8.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	25	72	72	47	58	124	398

Packaging (Continued)

Would you look at this list and tell me whether the information on the package about each one **is** enough or not enough?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Weight of Fish:							
Enough.	73.9	73.9	83.7	76.8	77.1	71.8	75.3
Not enough.	5.0	6.5	4.7	4.0	4.2	8.5	6.3
Not interested. . . .	5.0	6.5	4.2	3.2	4.2	4.7	5.0
Don't know.	16.1	13.1	7.4	16.0	14.5	15.0	13.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Nutritive value (vitamins, etc):							
Enough.	51.3	46.0	45.6	35.2	43.2	38.3	42.3
Not enough.	5.0	10.0	9.8	8.8	15.3	9.3	9.6
Not interested. . . .	10.1	14.8	16.7	16.8	13.5	15.9	15.2
Don't know.	33.6	29.2	27.9	39.2	28.0	36.5	32.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Whether it is raw or cooked:							
Enough.	67.2	69.1	72.6	68.0	69.5	61.9	66.7
Not enough.	7.6	7.0	4.2	8.0	10.2	7.6	7.2
Not interested. . . .	4.2	7.0	6.0	2.4	4.2	7.6	6.1
Don't know.	21.0	16.9	17.2	21.6	16.1	22.9	20.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Packaging (Continued)

Would you look at this list and tell me whether the information on the package about each one is enough or not enough? (Continued)

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Kind of fish:							
Enough.	82.4	80.9	91.2	84.0	87.3	78.3	82.7
Not enough.	1.7	4.3	2.3	2.4	3.4	4.9	3.7
Not interested. . . .	5.9	5.2	3.7	.8	3.4	4.8	4.3
Don't know.	10.0	9.6	2.8	12.8	5.9	12.0	9.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Cut of fish:							
Enough.	71.5	72.2	79.1	77.6	68.6	67.2	71.6
Not enough.	5.0	8.3	5.6	4.0	11.9	6.0	6.6
Not interested. . . .	5.9	5.2	5.1	2.4	4.2	7.2	5.7
Don't know.	17.6	14.3	10.2	16.0	15.3	19.6	16.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	Under $2000 %	$2000 to $2999 %	$3000 to $4999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc %	Totals %
Recipes:							
Enough.	47.1	39.6	49.3	42.4	49.2	39.8	43.2
Not enough.	14.3	18.3	16.3	15.2	18.6	11.2	14.6
Not interested. . . .	18.5	22.1	18.1	18.4	15.3	23.4	20.7
Don't know.	20.1	20.0	16.3	24.0	16.9	25.6	21.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	119	230	215	125	118	485	1292

Packaging (Continued)

What size package do you prefer?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc. %	Totals %
1/2 pound	17.6	10.9	10.7	11.2	8.5	14.4	12.6
1 pound	57.1	63.0	70.7	58.4	53.4	57.7	60.4
1-1/2 pounds	6.7	10.0	9.3	8.0	12.7	10.1	9.7
2 pounds	14.3	10.0	7.0	16.0	16.9	11.6	11.7
Other sizes	-	1.7	.5	.8	1.7	1.5	1.2
Don't know	3.5	3.5	1.4	2.4	1.7	3.7	2.9
Blank, etc.	.8	.9	.4	3.2	5.1	1.0	1.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	119	230	215	125	118	485	1292

Grading

Do you think it would be a good idea to have some grading of frozen fish or wouldn't it make any difference to you?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc. %	Totals %
Good idea	73.2	76.1	71.2	72.8	78.8	68.9	72.2
Bad idea	.8	1.3	.9	2.4	-	1.0	1.1
Makes no difference	25.2	21.3	27.4	22.4	20.3	29.9	25.9
Blank, etc.	.8	1.3	.5	2.4	.9	.2	.8
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	119	230	215	125	118	485	1292

Special products

Do you prefer to buy raw or already cooked frozen shellfish and fish?

Shellfish:

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc. %	Totals %
Raw	65.4	71.3	72.7	73.5	73.3	71.1	71.6
Already cooked	11.5	19.5	18.2	18.4	21.3	19.3	19.0
Blank, etc.	23.1	9.2	9.1	8.1	5.4	9.6	9.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	22	88	78	52	77	163	480

Fish:

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc. %	Totals %
Raw	78.2	77.4	86.5	80.0	80.5	86.4	82.9
Already cooked	10.9	10.4	7.9	8.0	10.2	8.5	9.1
Blank, etc.	10.9	12.2	5.6	12.0	9.3	5.1	8.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	119	230	215	125	118	485	1292

Have you bought frozen products that were already breaded?

Shellfish:

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc. %	Totals %
Yes	19.2	23.0	29.9	36.7	45.3	33.7	32.5
No	57.7	70.1	61.0	57.2	54.7	56.2	59.4
Blank, etc.	23.1	6.9	9.1	6.1	-	10.1	8.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	22	88	78	52	77	163	480

Special products (Continued)

Have you bought frozen products that were already breaded?

Fish:

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc. %	Totals %
Yes	5.0	9.6	10.2	12.8	10.2	12.4	10.6
No	85.7	80.4	84.2	76.0	80.5	80.2	81.0
Blank, etc.	9.3	10.0	5.6	11.2	9.3	7.4	8.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	119	230	215	125	118	485	1292

Do you like breaded frozen shellfish and fish?

Shellfish:

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc. %	Total %
Like	60.0	77.3	76.0	73.7	71.4	70.7	72.5
Do not	40.0	13.6	20.0	21.1	28.6	25.9	23.8
Don't know	-	9.1	4.0	5.2	-	3.4	3.7
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked5/	5	22	25	19	35	58	164

Fish:

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc. %	Total %
Like	57.1	55.6	58.3	64.3	66.7	43.4	52.4
Do not	14.3	25.9	25.0	35.7	22.2	34.2	29.5
Don't know	28.6	18.5	16.7	-	11.1	22.4	18.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked5/	7	27	24	14	18	76	166

5/ There were 156 respondents who had bought breaded frozen shellfish and 137 respondents who had bought breaded frozen fish. A few respondents who had not bought breaded products were asked these questions also. Exercise care with these data.

Special products (Continued)

Do you think you would like a complete frozen (shellfish) (fish) dinner containing the fish, potatoes and vegetables that is packaged in a ready-to eat container?

Shellfish:

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc. %	Totals %
Would like.	30.8	26.4	26.0	22.4	26.7	21.7	24.6
Wouldn't like	38.5	41.4	45.5	44.9	56.0	45.2	45.8
Don't know.	11.5	25.3	18.2	26.5	14.7	22.3	20.8
Blank, etc.	19.2	6.9	10.3	6.2	2.6	10.8	8.8
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	22	88	78	52	77	163	480

Fish:

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc. %	Totals %
Would like.	19.3	25.2	27.4	18.4	27.1	16.9	21.4
Wouldn't like	46.2	46.1	52.1	55.2	50.8	54.9	51.7
Don't know.	24.4	20.0	15.4	15.2	22.1	23.5	20.0
Blank, etc.	10.1	8.7	5.1	11.2	-	4.7	6.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	119	230	215	125	118	485	1292

Mail order 6/

Do you ever get frozen fish or shellfish by mail order?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc. %	Totals %
Yes.	-	2.4	3.0	9.1	3.2	2.2	2.4
No.	100.0	97.6	97.0	90.9	96.8	97.8	97.6
Totals.	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	127	123	67	44	31	276	668

If mail order were available, would you purchase it by mail?

	Under $2000 %	$2000 to $2999 %	$3000 to $3999 %	$4000 to $4999 %	$5000 and Over %	Refusals Don't know, etc. %	Totals %
Yes.	18.6	11.4	-	-	25.0	16.5	13.4
No.	58.1	68.6	88.5	62.5	41.7	56.5	62.2
Don't know	23.3	20.0	11.5	37.5	33.3	27.0	24.4
Totals.	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked 7/. . .	43	35	26	8	12	85	209

6/ In rural farm and nonfarm areas only.

7/ A number of respondents were asked this question who gave no answer to item 50 in the questionnaire. Exercise care with these data.

Classification Data

Who in family decides whether or not to serve fish?	Percent
Housewife	76.2
Husband	6.6
Family	7.8
Other female members in household	1.3
Other male members in household	.4
Blank, etc.	7.7
Total	100.0
Number asked	2473

How many people are there living in your household altogether, counting children and babies and any relatives or other adults including roomers or boarders?

Adults	6253
Children	2530
Total	8783

Age	
Under 5 years of age	779
5-14	1470
15-19	606
20-24	462
25-34	1240
35-44	1313
45-54	1084
55-64	679
65 and over	655
Age not indicated	495
Total	8783

Position in household	
Grandfather	73
Grandmother	92
Husband	2094
Wife	2398
Son	1732
Daughter	1646
Brother	62
Sister	81
Roomer	99
Other, blank, not given, etc.	506
Total	8783

Do roomers or boarders eat in or out?

In	41
Out	21
Blank, etc.	37
Total	99

Classification Data (Continued)

What kind of work does the head of your household do?

Professional and semi-professional	157
Farmers, farm laborers	375
Proprietors, managers, officials	214
Clerical and kindred workers	185
Salesmen	105
Craftsmen, foremen	424
Operatives, service workers	448
Domestic service	6
Housework	40
Laborers	139
Services (Armed Forces)	24
Retired	229
Refused or blank, etc.	127
Total	2473

The approximate income of your whole family[8/]

Under $500 a year	45
$500 - 749	20*
750 - 999	33
1000 - 1249	43*
1250 - 1499	75
1500 - 1999	71*
2000 - 2499	160
2500 - 2999	287
3000 - 3999	380
4000 - 4999	215
5000 - 7499	131*
7500 - over	65
Refused or blank, etc.	948*
Total	2473

8/ Adjusted to before taxes.

* Revision of figure shown in Fishery Leaflet 408, Fish and Shellfish Preferences of Household Consumers - 1951, Part II - Regional Summary, which is made solely for balancing purposes.

Classification Data (Continued)

Age of respondents:

15-19	26
20-24	121
25-34	538
35-44	602
45-54	526
55-64	345
65 and over	268
Blank, etc.	47
Total	2473

Region:

Northeast	685
North Central	732
South	734
West	322
Total	2473

Color:

White	2229
Negro	216
Other non-white	12
Blank, etc.	16
Total	2473

Farm, non-farm:

Farm	549
Non-farm	1895
Blank, etc.	29
Total	2473

City size:

500,000 and over	516
50,000 - 499,999	406
2,500 - 49,999	620
Remainder	931
Total	2473

Classification Data (Continued)

In rural areas

Do you (or does your family) raise most of the food you use or do you (or your family) buy most of it?

Raise	329
Buy	151
Can't say	69
Total	549

Do you have any income from work off the farm not included in the above income?

Yes	71
No	334
No answer, blank, etc.	144
Total	549

What was the last grade you completed in school?

0--4 years	151
5	87
6	122
7	141
8 grade school	504
9	146
10	176
11	125
12 high school	625
13-15	199
16 college	103
over 16	20
Blank, etc.	74
Total	2473

In what country were your parents born?

United States---1705 One or both parents foreign born--768

Total - 2473

Religion:

Catholic---717 Protestant---1630 Jewish---91 Blanks, etc.---35

Total - 2473

A P P E N D I X

A P P E N D I X

Alfred Politz Research, Inc.
270 Park Avenue
New York 17, N. Y.

Job #171

FISH AND SHELLFISH QUESTIONNAIRE

Family Name ..... Location number.....

Street Address ..... Apt.....

City or Town..... Date of Interview.....

RESULTS OF CALLS AT HOUSEHOLD

	1st Call	2nd Call	3rd Call
HOUSEWIFE HOME			
NOT HOME			
REFUSAL			

38–
39–
40–
41–

We are making a survey of certain foods and I would like your opinion about them and, in some cases your ideas for improvement.

1. First I'd like to ask: Does your family generally eat its main meal at home or somewhere else?

At home..... Somewhere else.....
(Skip to Q. 3)

2. *(If "Somewhere else")* About how often do you cook dinner at home?

More than once a week..... Less than once a week.....

(IF LESS THAN ONCE A WEEK, DISCONTINUE INTERVIEW)

42–1

3. Do you do the cooking for the family?

Yes.....43–1 No.....2

4. Do you do the food buying for the family?

Yes.....44–1 No.....2

(IF "NO" TO QUESTION 3 AND 4 DISCONTINUE INTERVIEW)

As you probably know, there are various ways that fish and shellfish can be bought nowadays—That is, they can be bought both frozen and fresh as well as canned or smoked. Now I'd like to ask you first: *(Interviewer: Start at arrow ➔ on left side of page.)*

Interviewer: Ask section a for all types then return and ask across for each type	a Have you served it during the past year?	b *(If "yes" to a)* When was the last time you served .... ? *(Ask about type. That is, frozen shellfish, fresh shellfish, etc.)*	c Is there any particular season that you serve it more often than other seasons? *Interviewer: (If "yes,") ask:* "What season?"	d *(If "yes" to c)* How often do you serve it in this season? *(Indicate whether week, month, etc.)*	e Is there a particular day of the week that you serve it? *Interviewer: (If "yes",) ask:* "What day?"	f What do you particularly like about .... ? *(Ask about type. That is frozen shellfish, fresh shellfish, etc.)*	g Can you generally get the kind of ... *(Ask of type)* you want?	h What is the kind you usually serve in the ....group? *(Ask about type)*
5. About frozen shellfish? That is, shrimp, lobster, crabmeat, etc.	Yes ....45–1 No ....2 Don't know.....3	.....days ago .....weeks ago ..... months ago . . ....don't remember 46–	Summer....47–1 Winter....3 Fall .....2 Spring ..4 No particular season 5	.....times per week, month, etc. 48–	Mon.....49–1 Fri.....5 Tues. . . ..2 Sat. ..... 6 Wed. .... 3 Sun. .....7 Thurs. .....4 50– No particular day 8 51–	....	Yes ....52–1 No .... .2 Don't know.....3	.... No particular kind 53– 54–
6. How about fresh shellfish?	Yes ....55–1 No .....2 Don't know.....3	.....days ago .....weeks ago .....months ago .....don't remember 56–	Summer....57–1 Winter....3 Fall .....2 Spring....4 No particular season 5	.....times per week, month, etc. 58–	Mon.....59–1 Fri.....5 Tues. .....2 Sat.....6 Wed. .....3 Sun. .....7 Thurs. .....4 60– No particular day 8 61–	....	Yes ....62–1 No .....2 Don't know.....3	.... No particular kind 63– 64–
7. and canned shellfish — shrimp, lobster, crabmeat, etc.	Yes ....65–1 No .....2 Don't know.....3							.... 66– No particular kind 67–
8. How about frozen fish? That is, salmon, flounder, sole, etc.	Yes ....68–1 No .....2 Don't know.....3	.....days ago .....weeks ago .....months ago .....don't remember 69–	Summer....70–1 Winter....3 Fall .....2 Spring....4 No particular season 5	.....times per week, month, etc. 71–	Mon.....72–1 Fri.....5 Tues. .....2 Sat.....6 Wed. .....3 Sun. .....7 Thurs. .....4 73– 74– No particular day 8 75–	....	Yes ....76–1 No .....2 Don't know.....3	.... No particular kind 77– 78– 79–
9. Fresh fish [42–2]	Yes ....43–1 No .....2 Don't know.....3	.....days ago .....weeks ago .....months ago .....don't remember 44–	Summer....45–1 Winter....3 Fall .....2 Spring....4 No particular season 5	.....times per week, month, etc. 46–	Mon.....47–1 Fri.....5 Tues. .....2 Sat.....6 Wed. .....3 Sun. .....7 Thurs. .....4 48– 49– No particular day 8 50–	....	Yes ....51–1 No .....2 Don't know.....3	.... No particular kind 52– 53– 54–
10. Canned fish	Yes ....55–1 No ..... 2 Don't know.... 3							.... 56– .....57– No particular kind 58–
11. Cured fish — pickled, salted, smoked, etc.	Yes ....59–1 No .....2 Don't know.... 3							.... 60– .....61– No particular kind 62–

ASK EVERYONE WHO SERVED SOME TYPE OF FISH; THAT IS, ANY "YES" IN COLUMN a. IF RESPONDENT DID NOT, GO TO CLASSIFICATION DATA.

12. If it cost you the same amount to serve your family fresh fish or frozen fish, which would you prefer?

Fresh fish....63–1 Frozen fish....2 No preference....3
(Skip to Q. 14)

13. *(If "fresh" or "frozen")* What would you say is the main advantage of serving ..... fish?
("fresh" or "frozen")

.....64–
.....65–
(Write in)

14. Is there anyone in your family who will eat fresh fish but will not eat frozen fish?

Yes....66–1 No....2 Don't know....3
(Skip to Q. 16)

15. *(If "Yes")* How many are children under 15 and how many are adults that will not eat it?

Adults 67–
Children under 15 68–

16. Generally speaking, do you think people serve fish more often when meats go up in price or not?

Yes....69–1 No....2 Don't know....3

17. *(Interviewer: Ask this question only of those who did not serve frozen fish in past year; that is, "No" in Question 8a)* Is there any particular reason why you don't use frozen fish?

Price..... Taste..... Availability.....
Other 70–
71–
.....72–
(Write in)

18. *(Ask only if both fresh shellfish and frozen shellfish are served; that is "Yes" in 5a or 6a).* Which do you use more often—fresh or frozen shellfish?

Fresh shellfish....73–1 Frozen shellfish....2 About the same....3

19. *(Ask only if both fresh fish and frozen fish are served; that is "Yes" in 8a and 9a).* Which do you use more often—fresh or frozen fish?

Fresh fish....74–1 Frozen fish....2 About the same....3

Interviewer: Ask Questions 20 through 42 of those respondents who serve frozen fish: ("Yes" in Q. 8a)

20. How about frozen fish—do you think people buy frozen fish more often when meat prices go up than they ordinarily do or not?

42–3

Yes....43–1 No....2 Don't know....3

21. What methods of cooking frozen fish do you usually use—that is, frying, baking, broiling, boiling, or any other way?

Frying .....
Baking ..... Broiling { Flame / Electric / Out doors } .....
Boiling .....
44–
45–
Other 46–
(Write in)

22. In your experience with frozen fish have you found the quality to be generally the same or does it change from time to time?

Changes....47–1 Generally the same....2 No opinion....3
(Skip to Q. 24)

23. *(If "Changes")* In what way have you found the quality to change?

.....48–
.....49–
(Write in)

24. Will you look at this card and tell me what cuts of frozen fish you prefer to buy?
(Interviewer: Hand respondent card and record by number)

1. Whole or round fish .....
2. Drawn fish .....
3. Dressed fish .....
4. Pan-dressed fish .....
5. Steaks .....
6. Fillets 50–

None in particular....51–
52–

25. The last time you bought frozen fish, which of these cuts did you buy? 53–
.....54–
(Write in)

25a. Do you prefer fillets with the skin on or skinless?

Skin on....55–1 Skinless....2 No preference....3

26. Have you ever tried frozen Fillet of Flounder or Fillet of Sole?

Yes....56–1 No....2 Don't remember....3
(Skip to Q. 29)

27. *(If "Yes")* In some sections of the country you can get both East Coast and West Coast Fillet of Flounder and Fillet of Sole. Do you happen to know whether you ever tried East Coast Fillet of Sole or Flounder, or West Coast Fillet of Sole or Flounder?

Tried East Coast Fillet of Sole or Flounder 57–1
Tried West Coast Fillet of Sole or Flounder 3
Tried both 2
Don't know 4
(Skip to Q. 29)

28. *(If respondent has tried both)* Which do you like better, East Coast Fillet or West Coast Fillet of Sole or Flounder?

Like East Coast Fillet....58–1 Like West Coast Fillet....2
No preference....3

29. About how much frozen fish do you buy for each serving—that is, about how much of a pound do you count on for each member of the family?

.....Per person 59–
(Record in pounds per person)

30. At what type of store did you last buy frozen fish?

Fish store....60–1 Other .....
Super market....2
(Write in)

31. Can you get frozen fish at the place where you do most of your food shopping?

Yes....61–1 No....2 Don't know....3
(Skip to Q. 34)

32. *(If "Yes")* Can you generally get any kind you want at this store?

Yes....62–1 No....2 Don't know....3

33. Is there anything you dislike about the way frozen fish is kept in this store?

.....63–
64–
.....65–
(Write in)

34. The last time you bought frozen fish, was it unwrapped, wrapped only in cellophane, packed in a box or some other type of package?

Unwrapped .....66–1 Packed in box 3
Wrapped only in cellophane .....2 Other .....
(Write in)

35. How did it happen you bought this type instead of another?

.....67–
.....68–
(Write in)

36. Do you prefer to buy your frozen fish unwrapped, wrapped only in cellophane, packed in a box or some other type package?

Unwrapped .....69–1 Packed in box 3
Wrapped only in cellophane .....2 Other .....
(Write in)

37. *(Ask only if answer to question 36 is different from question 34)* Why do you prefer this type?

.....70–
.....71–
(Write in)

38. *(If the answer to question 34 or 36 is, "packed in a box," ask:)* Do you prefer all your frozen fish packed in a box or just certain kinds?

All....72–1 Certain kinds....2

38a. *(If "Certain kinds") ask:* What kinds? .....

.....73–
74–
.....75–
(Write in)

38b. Why don't you serve frozen fish more often than you do?

.....76–
77–
.....78–
(Write in)

39. Now I'd like to ask you a few last questions about your opinion of the packaging of frozen fish. Generally on the outside label of frozen food packages there are various instructions and information about the contents of the package. Would you look at this list and tell me whether the information on the package about each one is enough or not enough?

42–4	Enough	Not enough	Not interested	Don't know
a. Weight of fish	43–1	2	3	4
b. Nutritive value (vitamins, etc.)	44–1	2	3	4
c. Whether it is raw or cooked	45–1	2	3	4
d. Kind of fish	46–1	2	3	4
e. Cut of fish	47–1	2	3	4
f. Recipes	48–1	2	3	4

40. As you probably know, all meats are graded so that when you buy them in a butcher store you can tell by the label on it whether it's top grade, medium etc. Do you think it would be a good idea to have some grading on frozen fish, or wouldn't it make any difference to you?

Good idea 49–1 Bad idea 2 Makes no difference 3

41. What size package do you prefer—that is, do you prefer the ½ pound size, the one pound size, the 1½ pound size, or the two pound size?

½ lb. size 50–1 2 lb. size 4
1 lb. size 2 Other 5
1½ lb. size 3 Don't know 6

42. How about the shape of the package? Do you prefer it long and flat, short and thick, or do you prefer some other shape?

Long and flat 51–1 Short and Thick 2

Other _____
(Write in)

Interviewer: Ask respondents who serve either frozen shellfish or frozen fish. Record answers separately for each.

		Frozen shellfish	Frozen fish
43. Do you prefer to buy raw or already cooked frozen (shellfish) (fish)?	Raw	52–1	56–1
	Already-cooked	2	2
44. Have you bought frozen (shellfish) (fish) products that were already breaded?	Yes	53–1	57–1
	No	2	2
45. *(If "Yes" to quest. 44)* Do you like breaded frozen (shellfish) (fish)?	Like	54–1	58–1
	Do not	2	2
	Don't know	3	3
46. Do you think you would like a complete frozen (shellfish) (fish) dinner containing the fish, potatoes and vegetables that is packaged in a ready-to-heat container?	Would like	55–1	59–1
	Wouldn't like	2	2
	Don't know	3	3

ASK ONLY IN RURAL AREAS

47. Do you ever get frozen fish or shellfish by mail order?

Yes 60–1 No 2
(Skip to Q. 50)

48. *(If "Yes")* Did you receive the frozen fish in satisfactory condition?

Yes 61–1 No 2

49. Are there any improvements you could suggest in the sale of frozen fish and shellfish by mail order?

62–
63–
(Write in)
None

50. *(If "No" to Q. 47)* Is there any particular reason why you never purchased frozen fish or shellfish by mail?

64–
65–
(Write in)
None

51. *(If answer to question 50 is "not available," "no mail order here," etc.,)* ask: If mail order were available, would you purchase it by mail?

Yes 66–1 No 2 Don't know 3

ASK OF EVERYONE

52. Who in the family decides whether or not to serve fish?

67–
(Write in)

CLASSIFICATION DATA

A. How many people are there living in your household altogether, counting children and babies and any relatives or other adults including roomers or boarders?

1–
Number 2–

B. What is the approximate age of each person and position in household (mother, father, daughter, son, roomer, boarder, etc.)?

	Age	Position in household		Age	Position in household
a.	3–	4–	f.	13–	14–
b.	5–	6–	g.	15–	16–
c.	7–	8–	h.	17–	18–
d.	9–	10–	i.	19–	20–
e.	11–	12–	j.	21–	22–

INTERVIEWER ASK: 1. Are there any children under one year of age in this household? *(Record above if not already listed)*

2. Do roomers or boarders eat in or out?

In 23–1 Out 2

C. What kind of work does the head of your household do?

24–
(Kind of work, not kind of business)

D. In which of these letter groups does the approximate income of your whole family fall? *(Hand respondent card)*

a b c d e f g h i j k l 25–

Don't know or refused 26–

E. Is this before or after deduction for income tax, social security, etc.?

Before 27–1 After 2 Don't know 3

ASK E–1 AND E–2 ON FARMS

1. Do you (or does your family) raise most of the food you use or do you (or your family) buy most of it?

Raise 28–1 Buy 2 Can't say 3

2. Do you have any income from work off the farm not included in the above income?

Yes 29–1 No 2

F. What was the name of the last school you attended (or the school you are now attending)?

_____

G. What was the last grade you completed in school?
(Interviewer: Record last grade completed)

0-4 years 30–1	9 years 6
	10 years 7
5 years 2	11 years 8
6 years 3	12 (through high school) 9
7 years 4	13-15 years 0
8 (through grade school) 5	16 (through college) X
	Over 16 Y

H. In what country were your parents born? 31–
(Write in)

I. *(Ask or estimate)* Religion:

Catholic 32–1 Protestant 2 Jewish 3

Other _____
(Write in)

AUTOMATIC CLASSIFICATION

J. Age of respondents

15 - 19	33–1
20 - 24	2
25 - 34	3
35 - 44	4
45 - 54	5
55 - 64	6
65 and over	7

K. Color

White	34–1
Negro	2
Other Non-White	3

L. Farm, non-farm

Farm	35–1
Non-farm	2

GENERAL COMMENTS:

36–
37–

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